WEEKLY REVIEW

February Opens Up In Splendid Shape

Wonderful Increase Indicated by Old Men in January Keeps Up

The Last Lap of the Contest is About On---The Finish is Going to be Hot---Winners will have to Keep Up a Lively Clip.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO Thursday, February 18, 1909 NUMBER NINE

GOOD START FOR FEBRUARY

February starts off well. While the total is somewhat below that of the previous week when we wound up January in a blaze of glory, if we deduct the sum of Mr. T. R. Gerlach's business for that week, the first week of February will show an actual increase.

This should prove encouraging to the salesmen for it indicates that business from now on for the next several months at least, should keep about up to the present level. There won't be so many big stunts, for the bulk of the nice fat orders which are generally placed very early in the season have already dropped into someone's basket. From now on it means a steady grind for orders and the real test of salesmanship will be made. Early in the year a certain percentage of the business is secured simply by a show of hands. "If you have the goods I'll buy of you." Even if you are not a first class salesman the goods will occasionally sell themselves with half a show. But after the first rush is over it is up to the salesman to actually sell the people whose orders he secures. While G.-B. calendars are admittedly the best, you have got to sell them. You have got to show the business man who has not used calendars how G.-B. calendars can be made an actual business producing force. You must be able to show the man who has been using cheap jobbers' stuff that calendars of G.-B. quality mean an altogether different thing And the man who has been using exclusive designs but says calendars are too common, must be shown that he is the one that is too common or rather his method of distribution is too common.

Remember that you are selling something more than fine art calendars, though if it comes to a show down we are willing to back G.-B. calendars against the best things our competitors can show even as calendars. If you haven't studied your handbook and the calendar game generally until you appreciate the real mission of the art calendar, then its time for you to get busy or quit the game entirely. The more you know about your business the easier it is to make sales.

Lately we have heard of bankers and other business men combining to cut out calendars with the idea of saving the expense. Bless the bankers' hearts, if they have been using calendars right the discontinuance of their use is a mighty expensive proposition. Here is an argument, whether it produces orders or not is absolutely logical and has frequently been demonstrated by banks that have advertised judiciously. Suppose there are three banks in the community each of which is constantly suggesting a bank account. If they do it right their advertising is going to result in more bank accounts. More bank accounts means more money saved which would have been trifled away. The habit of saving will lead to the investment of savings which will mean borrowing more money and saving up to pay the debt. It means more people owning homes. It means a higher standard of citizenship. It means getting back to the banker, more business for all the banks. Well selected and well distributed calendars form the best advertisement a bank can put out.

Just as an example of what suggestion will do to make business, take the following: The people of Joliet have for years bought their oranges in small lots, just as they wanted them, perhaps a dozen or two at a time. The

other day several of the leading grocers advertised to sell California oranges by the box, a whole carload of them, and the way those boxes of oranges were snapped up was a caution. And the funny thing about it was that the saving, considering the inevitable loss which comes with using a whole box of oranges, was extremely trifling as compared with buying by the dozen. Nobody thought of buying by the box until it was suggested to them in an attractive way.

If you will make the right kind of a suggestion as to the proper method of using calendars, G.-B. De Luxe calendars, for example, you will find calendar selling will be made much easier. The successful salesman is the one that can make the right kind of sugestions.

THE WEEK IN DETAIL

Gross Sales--Old Men.

Mr. T. R. Gerlach found it necessary to be at his desk during the week ending Feb. 6th, and therefore does not figure in the standing.

Monday, Feb. 1st we held our annual director's meeting and Mr. K. H. Gerlach was also unable to get into the field until Tuesday, and the honor of leading the sales force for the week falls to Mr. Greenhalgh. He landed the splendid order amounting to $1500.00 referred to on the cover of the Review last week and it is this order that landed the honors for him. He has of course been working on the order for some time, and it was landed in competition against the leading calendar lines. For some reason or other Mr. Greenhalgh's name has not appeared in the Review of late, in fact he has not been able to strike his gait, possibly because he changed his territory. Last year he traveled in W. Virgina and Maryland and made a very creditable showing for a man who had never sold calendars before. He desired to make a change this year, and we put him into Detroit and some adjacent territory. we are quite confident that he will be heard from with regularity now that the ice is broken.

As stated above Mr. K. H. Gerlach was not in the field on Monday or part of Tuesday, but he secured business for five days and a total of 15 orders, making his standing No. 2. The fifteen orders amounted to approximately $1000.00. It is interesting to note that Mr. Gerlach's total business so far this year shows an increase of more than 33 1-3% over last year's business, and in view of the splendid business he secured in January, last year, such an increase is most gratifying to say the least. Mr. T. R. Gerlach has also shown a wonderful increase in his sales for the year as you know and when two such salesmen, who have spent so many years in the field can perform such stunts, guess some of the glory at least must be given the line.

Although Mr. Scott secured business only four days and a total of four orders, they were of sufficient size to make his standing No. 3 among the old men. Mr. Scott is working in the twin cities, and as everyone knows, orders come rather slow in large cities early in the year, but at that his sales show an increase of over 100% for the year.

Mr. Coleman reports another clean week with a total of 17 orders, which places him in fourth position of the gross sales column for the week. It is really remarkable the steady business and the splendid increase that Mr. Coleman has shown for the year, when it is taken into consideration that he is working in British Columbia, where the weather at this season of the year is not favorable and traveling is slow. Mr. Coleman's increase for the month of January over last year's business is close onto 200%.

Mr. Ungerer reports a clean week and a total of six orders. Three of his orders however, were good orders, one amounting to $243.00, another $147.50 and a third somewhat over $100.00, the others being smaller, but good enough to make his total for the week very satisfactory. Mr. Shimmin is close behind Mr. Ungerer with a total of seven orders, and business for four days. Mr. Shimmin's work for January is another striking illustration of the possibilities of the calendar game; his increase for January is over 300%.

Mr. Lott stands number 7, having reported business on five days and a total of 7 orders. Had Mr. Lott's business the early part of the week been as good as the windup, he would have been much farther up in the column. On Monday he was skunked, his business for Tuesday, Wednesday and Thursday did not amount to very much. On Friday he took two

orders amounting close onto $200.00 and on Saturday two orders amounting to over $250.00.

Mr. Fairbairn has been going along at a very merry clip, and reports another clean week with a total of eight orders. We want to say, however, that Mr. Fairbairn's week was helped out materially by the fact that a subject-to-countermand order which he booked early in the year passed countermand Feb. 1st. This order amounted to $212.93, and was credited to him Monday. He secured another small order Monday. Tuesday he was skunked, Wednesday he secured three orders amounting to close onto $100.00, Thursday a fair order, Friday his one order amounted to about $150.00, Saturday he secured another small order. Mr. Fairbairn is another whose increase over last year's business is little short of phenominal, and he evidently has his eyes on one of those Palm beauties, hanging in Mr. Barklow's office.

Mr. Cies has been feeling far from well as mentioned last week, however, he succeeded in reporting another good week with business for six days and a total of 15 orders. Without going over the records we are inclined to think that Mr. Cies is going to capture one of the dainty Palm originals unless something happens. At least he must be counted in the running.

After Mr. Cies follows a number who have reported a fair business, namely, Messrs. Beelman, Carter, Fadely, A. E. Gerlach, Lindsley, McCully, Moore and Woodman.

Gross Sales--New Men.

Among the new men Mr. Barclay stands No. 1. He reports a clean week with a total of 17 orders. Monday he landed two small orders, Tuesday three orders amounting to $169.50, Wednesday three orders amounting to over $100.00, Thursday five orders amounting to over $250.00 all told. Friday and Saturday he reports a total of four orders, two being secured each day. It is interesting to note that the first four days of the following week he has reported a total of 14 orders, business every day. Guess that's going some?

Mr. Barber did not do so well in number of orders taken, and only succeeded in doing business four days, but at that his total was not far behind Mr. Barclay's. He was skunked on Monday; Tuesday and Wednesday he secured one order each, both orders amounting to over $100.00; Thursday he was skunked again. Fri-

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, FEB. 6th, 1909

	Sales Old Men.	Sales New Men.	Days Business	No. Orders
Albert	19		4	13
Atherholt		22	4	12
Barber		2	3	6
Barclay		1	1	1
Bayley		20	2	10
Beelman	15		1	7
Betton		30	5	13
Bing		12	5	12
Blodgett		21	4	13
Brooks		8	4	7
Bruce	10		3	8
Byron		6	1	6
Carter	23		4	12
Cies	9		1	2
Coleman	4		1	1
Considine		29	5	13
Cooley		34	5	12
Coulter		33	5	14
Ellis		26	6	15
Fadely	17		2	7
Fairbairn	8		1	8
Finley	11		3	12
Gerlach, A. E.	27		1	9
Gerlach, K. H.	2		2	2
Greenhalgh	1		6	15
Grossman		31	4	13
Hayes		19	3	9
Heneghan		23	4	13
Howe		25	5	13
Huffert		5	2	4
Lambert		27	5	12
Lindon		9	3	12
Lott	7		2	9
Lindsley	16		2	7
Marks		37	6	15
McCully	18		2	7
McDonald, H. B.		15	4	11
McDonald, W. A.		18	4	9
McFadden		28	5	13
McLaughlin		36	6	15
Meyer	13		4	11
Moore	20		3	9
Morton	24		4	11
Myers	25		4	12
Osmun	21		5	14
Paige		10	4	10
Parks		4	1	5
Pierce, W. B.		32	3	12
Publow		16	4	13
Reilly		14	3	12
Roberts		3	1	3
Rowe	26		6	14
Saxton		7	3	10
Scott	3		3	12
Shepard		13	3	10
Shimmin	6		3	9
Smith, F. A.		11	4	9
Smith, H. E.	22		5	13
Thompson	14		3	12
Ungerer	5		1	10
White		24	6	15
Whittier, E. L.		17	4	13
Whittier, J. G.		35	6	15
Woodman	12		3	8

day was his best day, he having secured six orders amounting to over $300.00. His work on Saturday was productive of two small orders.

Mr. Roberts is one of the western contingent who has been making a splendid showing this year. He reports business for six days and a total of 14 orders. We might state however that there is somewhat of a drop between Mr. Barber's and Roberts' totals.

Mr. Parks has a clean week to his credit with total of 11 orders. Mr. Huffert is within a few dollars of Mr. Parks having a total of 13 orders and business for five days. Monday was his hoodoo day, he having not secured any business. Friday was his best day he having booked six orders amounting to about $250.00.

Mr. Byron is another of the western contingent who has been going along at a merry clip. He has a clean week to his credit and a total of 10 orders. While his orders were fair orders, none of them were large enough to be worthy of any special mention. His work however, this year has been of the highest caliber. and we feel that we can count him as one of the steady producers. After Mr. Byron there are a number who have reported a fair business, among whom we might mention Mr. Saxton, Mr. Brooks, Mr. Lindon and Mr. Paige.

Day's Business.

We are frank to say that the showing under this heading is not as good as last week. There are only 10 men who report clean weeks, namely Mr. Barclay, Mr. Beelman, Mr. Byron, Mr. Cies, Mr. Coleman, Mr. Fairbairn, Mr. A. E. Gerlach, Mr. Parks, Mr. Roberts and Mr. Ungerer. We find however, that there are a large number who reported business five days, and we are quite sure that a little extra effort on their part would have given them clean weeks.

If a salesman will make up his mind that he is going to secure business every day and make a special effort to do it, he will come nearer to hitting the mark, than the fellow who is willing and does not feel bad about sending in a blank report once in a while.

We recall receiving a letter from Mr. Beelman a short time ago, in which he stated that he had to make three towns to get an order to avoid a skunk, and we know that this sort of an experience happens to Mr. Cies with regularity. In this connection it is interesting to note that neither one of these gentlemen have failed to report business so far this year. This is the spirit that makes "star" salesmen.

Number of Orders.

The total number of orders for the week is slightly over the total of the previous week.

Mr. Barclay and Mr. Coleman tie for first place with a total of 17 orders each. Mr. Cies and Mr. K. H. Gerlach also tie, each having a total of fifteen orders. Mr. Roberts follows with a total of 14 orders; Mr. Huffert a total of 13; Mr. Parks a total of 11; Mr. Byron and Mr. Barber with 10 each.

SOME GOOD ORDERS

Mr. Albert sold a real estate and insurance man 1000 plain business calendars P6002 at $100.00. A clothing and shoe dealer gave an order to Mr. Blodgett for "A Helping Hand" in series M27, the order amounting to $100.00.

Mr. Bruce sold a lumber dealer $129.80 worth of "Autumn in the Tyrol" in series M3. Mr. Barclay took a mixed order amounting to $114.00 from an undertaking establishment. Another good order of Mr. Barclay's was taken from a grocery dealer, this was also a mixed order. It amounts to $162.00.

Mr. Bruce sold a newspaper a mixed order of 12x20 roll amounting to $122.00.

Mr. Barber had three good orders, one was from an automobile agent, calling for "Lincoln in '61" in series 4 roll with mailing tubes at $139.50. Another was from a clothing dealer, he sold them "His Last Farewell" in series M3. This order amounts to $125.00. His third good order was secured from an optician. He sold them "Twilight" in series D14 at $108.00.

Mr. Considine's best order of the week was from a leather factory. He sold them "Virginia" mounted on a special sized mount, the order amounting to $366.50. Mr. Fadley's best order of the week was from a bank. He sold them "The Pride of Kentucky" in series M4 mount, and 50 jumbo rolls "The Sentinel," the order amounting to $96.00.

We mentioned the fact elsewhere, that Mr. Fairbairn's week was helped out by a subject-to-countermand order which passed the critical period Feb. 1st. This order calls for "An Island Princess" in series 18 roll and "An English Fishing Village" in series 7 roll and amounts to $212.93. Another good order of Mr. Fairbairn's was from a tool company. He sold these people "An Island Princess" in series

3 roll with tubes. The order amounts to $140.50.

Mr. Finley's best order of the week was secured from a mirror and glass company, amounting to $111.00 and calling for "Dutch Fishing Boats" in series D12. Mr. K. H. Gerlach's best order calls for some left over rolls and a small lot of De Luxe D27 "Autumn in the Tyrol." The order amounts to $113.25.

As mentioned elsewhere, Mr. Greenhalgh's big order of the week amounts to $1460.00, the subject sold being "An English Fishing Village" in 15x20 mount. Mr. Lott had two good orders during the week, the best order being from a bank. He sold them "Dutch Fishing Boats" in series D12 and D21, and a small lot of jumbo rolls "Raising the First American Flag." The entire order amounts to $196.75. His other good order was secured from an insurance association, he sold them 2000 plain business calendars at $147.00.

Mr. Meyer's best order of the week amounts to $162.50, he secured it from a bank, their selection being "The Evening Song" in series M21 and "The Sentinel" in series 1. Mr. Osmun's best order was from a trust company. He sold them "Safely Guarded" in series 42, the order amounting to $145.00. Mr. Robert's good order of the week was from a bank, they selecting "Raising the First American Flag" in three different forms in series M22, D30 and 7 roll, the total order amounting to $179.00.

An insurance company placed an order with Mr. Shimmin amounting to $112.40. The subject sold them was "Raising the First American Flag" in series 1 roll. Mr. Scott landed a splendid order from a quarries company. This order we mentioned elsewhere. The subject selected was "The Edge of the Wood," the order amounting to $697.50.

Mr. Saxton had two good orders during the week, the better of the two coming from a bank. He sold them "Isabel" in series M16 and "Raising the First American Flag" in series 7 roll. This order amounts to $115.00. A manufacturing company of farm implements gave him an order amounting to $105.00, their selection being "English Fishing Village" in series 7 roll.

Mr. Ungerer had three good orders. His best order was from a bank, it being a mixed order amounting to $243.00. His second best order was from a gas company. He sold them 5000 assorted Palm series in 5x10 cardboard calendars. A lumber company selected "Raising the First American Flag" in series 1 and series 7 roll. their order amounts to $108. 65.

Mr. White sold a concern manufacturing coke ovens 24000 Fery series blotters.

GENERAL COMMENT

HOUSE CALENDARS.

The large supply of house calendars which we made up is practically exhausted. No more will be sent out to customers from whom you send in orders, nor will they be sent to names that you send in for the advertising record, and the few that we have left will be saved for special occasions. If you have any particular prospect that you desire a copy sent to, we will try and take care of them. Please do not make any more promises for house calendars unless it is an important prospect.

ORIGINAL PAINTINGS.

Last week we furnished such of you as have expressed a desire for it a list of our paintings which we have for sale together with our prices on same. Of course, it must be understood that any sale must be made subject to previous sales. These paintings are all neatly framed ready to go on the wall. We offer a liberal commission for the sale of the paintings, and these commissions, if you wish, may be deducted from the price providing you want to do your customer a favor.

The list includes some of our last year's subjects. We will be glad to furnish color prints of any of these subjects to be submitted to your possible customer. We don't expect you to spend a lot of time trying to sell paintings, because you are out to sell calendars, but if you will merely mention the fact that the paintings are for sale to such of your customers as you think can afford to or would be interested in buying original paintings, you will find many people who may be possible buyers. By merely suggesting original paintings, we have people on our list now who expect to buy original paintings every year. If you will furnish us the prospects, we will handle the matter from this end so that you need not waste any time. If the customer is interested, simply make out the order on our regular order blank and have him sign it, instructing us to send the painting on approval, with the understanding that in case the customer does not wish to keep it, he is to pay express charges both ways. It is a very simple matter, and binds the customer to nothing. We have cut the prices down to the very lowest notch so that we cannot even afford to pay the express charges. Besides if we agreed to pay express charges there might be some people who would ask us to send paintings merely out of curiosity and with no intention of keeping them.

If each salesman would sell only one original our supply would soon be exhausted.

IMPORTANT

As most of you know, there are a few subjects in our 1910 line, that were in our first line and were sold for distribution this year. The subjects referred to were among the stars of the line, and proved so immensely popular, that at the request of many of our salesmen we decided to run them again. We are frank to say from present indications, some of these subjects are going to rank up in the matter of sales with some of the best subjects in the 1910 line. The subjects referred to are as follows:

Afternoon in the Park.
A Helping Hand.
Alice.
Contentment.
Edge of the Wood.
His Last Farewell.
On the Slope.
Pride of Kentucky.
Rocky Fords.
Safely Guarded.
Virginia.

Some of the above are duos. "Safely Guarded" was reproduced in duo form last year, but this year we are publishing it in colors due to its popularity.

Some salesmen in making sales of these subjects have neglected to inform customer, that the subjects were on the market previously. In two cases so far it has caused trouble, in fact both customers were rather indignant, one having insisted that the order be cancelled. It is of the utmost importance that whenever you make a sale of any of the above subjects that you direct the buyer's attention to the fact that it was in the line last year, state that we are running it again, owing to its great popularity. If a customer's attention is called to the matter, in nine cases out of ten he will be perfectly satisfied to use the subjects, but if his attention is not directed to the matter, sooner or later he is likely to run across a copy bearing a 1909 pad, and then the trouble starts. If a buyer purchases a subject, and his attention is not called to it having been on the market previously, the assumption is when he finds it out, that the salesman is misleading him, and he immediately gets angry. One case we recall is an order amounting to close onto $200.00. "Virginia" was selected in conjunction with two of our new subjects. It is true that "Virginia" had not been sold in the particular vicinity that this buyer was located, but one was mailed to his office from another city, and he of course recognized it at once. He thought something was wrong and requested us to cancel his entire order. We have every confidence of being able to straighten out the matter, having explained the situation fully, but all this trouble could have been avoided, if the salesman would take the pains to explain the situation when making the sale. As a matter of fact it is absolutely necessary that he should do this even at the risk of the buyer changing his selection and taking something else.

We believe that when your attention is called to this matter, that you will realize its importance, and we hope that further misunderstandings will be avoided.

NEWS FROM THE FIELD

"DUTCH FISHING BOATS" IN DE LUXE STYLE WIN OUT FOR FINLEY.

Mr. Finley has reported victory after victory for the G.-B. line against the strongest kind of competition, and has gotten to a point where he actually seems to enjoy having the prospect ask for a show-down of goods. We might state also, that Mr. Finley is not the only salesman who reports in every case where it comes to a show-down we have won out. His letter follows:

"This is another one of those victories over the O. line. While showing the line the "O man" telephoned for an engagement, I nodded my approval (knowing that it would be best to have it settled at once) and he made an appointment for 3:15. I left my cases in another office and went back at four o'clock and took the order.

They have simply got to sell to buyers before they see our line or not at all."

In another letter Mr. Finley speaks of an order that he landed that has always gone to the Osborne company in past years. This customer looked over our line in January, but would not buy until he had seen the Osborne line, he looked and it was the same story over again.

"I arrived here at 3:00 after having been delayed all day through a snow storm, to find the Osborne man left this morning, after spending five days here. The order I am enclosing herewith is from an Osborne customer who never bought from any other firm.

He saw our line in Jan. but insisted on waiting to see the O. line. He saw it, and the same story "You have the best I ever saw."

This is the first real day's work this week, as I have been under the doctor's care since last Wednesday.

Yours,

C. A. FINLEY."

HAS SEEN THE FREDERICKSON LINE.

The Frederickson Company, which, as you know, is said to be closely allied with several other concerns in a similar line of business, is making a vigorous campaign throughout the United States. We have so far not been able to discover how successful that campaign is.

Mr. H. B. McDonald had an opportunity to see their line recently, and this is what he says about it:

"I have seen the Frederickson line—nuf sed. Another bubble busted—the worst I ever saw, and you know I handled junk for a long time.

H. B. McDONALD."

An English Fishing Village Scores Again.

Mr. A. E. Gerlach landed a nice order amounting to $251.00 with our splendid Moran against the strongest kind of competition. In sending in the order he writes as follows:

"I enclose order $251.20. Whitehead & Hoag sold them last year. I guess all the big houses were after this order, for a calendar man was showing his samples every time I called.

I displayed our line, and the result was all competitors "bit the dust." Osborne sold them two years ago, but their pleading wall decorations and continuous advertising matter were all wasted when their eyes fell upon Moran's masterpiece."

In the following letter Gus tells about the great hit our house calendar is making:

"Many of my customers framed "Lincoln in '61" and are using same for decorative purposes in their show windows, celebrating the 100th anniversary of Lincoln's birth.

Fruit and candy stores, tailoring establishments, florists, gent's furnishing dealers and others are using our incomparable house calendar in this way, and have the G.-B. Co. to thank for this splendid souvenir.

One of the largest and most exclusive restaurants in Chicago have a number of large sized mounts of this subject draped with U. S. flags displayed in conspicuous places. Public schools are using them here.

We certainly knocked our rivals into oblivion this year. Hoping that we may continue to do so, I am, Sincerely yours,

GUS GERLACH."

THE STORY OF A BUYER THAT DIDN'T WAIT (FOR THE OTHER FELLOW.)

You probably will recall a letter in the Review from Mr. H. E. Smith sometime ago, regarding buyers that had promised to wait for him, but forgot their promises. In sending in a nice order the other day Mr. Fadely tells of a buyer that had promised faithfully to wait for the Osborne man, but wavered—looked at the G.-B. line and was lost. If you run across a man that has promised to wait for the "other fellow" insist upon his looking at a few samples anyway, and the chances are that he will buy. Mr. Fadely's letter follows:

"In a former Review I read Mr. Smith's experience of men who make promises and will not wait. We all no doubt meet such sad experiences and disappointments. This week I found a banker who would not wait, but this shows the pleasant side of this type of man.

This bank is an Osborne customer, and no doubt the Osborne man will experience a feeling of disappointment when he calls on this bank to find that they have bought.

I called at 2:00 P. M., to be told that the cashier was out of town on business, and would not be back until 5 P. M. I immediately set myself to work to find out who was the buyer, whether it was left to a committee or the president and cashier and was informed that the cashier did this particular work himself.

As I scanned the walls of the bank I could see our advertising had been effective for I found our "Lincoln in '61" and "His Last Farewell" both hanging in conspicuous places, and in commenting on them I also found that our 12x15 mount "Edge of the Wood" had been carried to the banker's home. This made me think the people has classified the G.-B. Co. with the best in the land, and have just about out-classed some of the firms, who call us imitators. At 5:00 P. M. I called at the bank to be informed that the cashier had not returned. The young man took my card, stating that he would give it to him and ask him to call me up at the hotel to which I agreed. Six o'clock went by then 6:30 and the hand was nearing the 7 mark, and I will admit, I was on the anxious seat, and all hopes of meeting the banker that night was gone. Presently however, the telephone bell rang, asking if there was a calendar man at the hotel. I at once got into connection with him. He explained to me that his train was over an hour and thirty minutes late and said "When are you going to leave town?" I answered "9:16 tonight." He said "I want to see you before you leave, can't you come over to my house?" and he gave me directions as to how to get there. In 20 minutes he and his wife were following me through the line, made a selection and bought. He remarked "Your line is the finest I have seen this year, or expect to see, I will buy now and not wait.

Moral: The G.-B. Co. has been classified. Men no longer ask "can they deliver the goods?" and there are buyers everywhere that will wait for the G.-B. Co.

Yours truly,

C. W. FADELY."

"EDGE OF THE WOOD" LANDS BIG ORDER FOR SCOTT.

This splendid subject was not sold in St. Paul and Minneapolis for distribution this year for the reason that Mr. Scott sold it to a bank, who later consolidated with another large institution who had already placed their calendar contract. The result is that Mr. Scott figuring that he had landed most of the important orders that he hoped to land, decided to hold it out until this year. The splendid order referred to above is evidence of his good judgment. The order by the way calls for 2500 "Edge of the Wood" on a special sized mount, and amounts to practically $700.00. Attached to the order was the following letter:

"Think I told you about beating B. & B. Co. salesman in straight showdown competition early in the week. Sent in an order yesterday from one of the best concerns in Minneapolis, calling for 2500 "Edge of the Wood" mounts, total $697.50. Murphy & Co. had 1500 and Osborne Co. 1500 last year. Murphy's representative called Thursday submitted his line, and was turned down. They gave me the entire order, and did not "wait for the Osborne man." I saw some of Osborne's frenzied advertising early in the week. Went out to say "Greatest Show on Earth" control exclusively "Boileau," "Witowski" and "Thorne." Five different 1909 advertisements sent to a concern which put out Osborne calendars in 1908, but none in 1909. Buyer was not in so cannot say what he thought of the G.-B. line.

What Mr. T. R. Gerlach did in January should stir us all to our supremest efforts. Was it not beautiful?

JAS. T. SCOTT."

ANOTHER BANK GONE WRONG.

Mr. Grossman sent in a nice order from a bank the other day amounting to $118.00. Against the advice of the Osborne salesman, this bank decided that our subjects "Autumn in the Tyrol" and "Mrs. Murray's Strategy" were just a little better than

anything this concern had to offer. Attached to the order was the following letter:

"Enclosed find order for $118.00 from the —— Bank. This order you will note calls for 700 De Luxe "Autumn in the Tyrol" and 75 22x32 rolls "Mrs. Murray's Strategy." This is from an old Osborne customer. The Osborne salesman evidently informed cashier that the finished goods would not come up to sample. Cashier tells me that our line is far ahead of that of the O. Co.

E. C. GROSSMAN."

ANOTHER BUYER WHO LOOKED AND WAS LOST.

In sending in an order the other day Mr. Lambert writes that he has been trying to sell these people for a number of years. Mr. Lambert sold calendars for a number of years, and at one time was the representative of one of our chief competitors. He writes as follows:

"The M. order attached, was a distinct G.-B. victory over the Osborne Co. I never have been able to sell these people before. The buyer did not want to look at me today but finally did, and after looking he said the line was the finest he had ever looked at, and gave me the attached order for a starter.

The other order attached was from people that had ordered 1000 wall pockets from the Red Wing people, but I got them to order large hangers for schools."

MOORE HAS THE RIGHT IDEA.

In sending in three small orders amounting to $88.55 not long ago, Mr. Moore states that two of these concerns had bought all the calendars they wanted from the Osborne Co. This town, by the way, was one that Mr. Moore did not make last year, therefore they were not expecting him. He however, managed to sell each one of them a small bill, also sold one other concern and the report of $88.55 was not a bad day's work. Even if a buyer has bought, show him the line and the chances are you can sell him a few calendars anyway. If he has bought roll calendars, sell him a few De Luxe to send to a few lady customers. If they have bought small calendars sell them a few jumbos to send in to public places. Sell them anything good just to get a few G.-B. calendars distributed, and prove their popularity. This is only one of a number of letters of this character received from Mr. Moore, and we expect to see him show another 100% increase next January.

"Enclosed find report with three small orders for $88.55. The bank and bottling works had bought all the calendars that they would use from the O. Co., but I succeeded in getting a small order from each of them, which means that next year the G.-B. Co. will come in for their share of the business."

In another letter Mr. Moore tells of poor train service on account of weather conditions, up in North Dakota, and one can readily understand the difficulties in traveling in that section of the country at this time of the year. Mr. Moore however, manages to send in business practically every day. In the letter he refers to a bank order that was landed for the G.-B. Co. by our calendar "Lincoln in '61." The letter follows:

"Enclosed find three small orders for $94.16. I don't know what may be waiting for me here. Just got in a little while ago (about 7:30 P. M.) Train service is mighty poor. We can never tell when they are coming, and when they do come we never know how far they will take us before getting stalled, but I am going to keep a stiff upper lip and just keep plugging.

The people at the Mer. State Bank at H—— were so proud of our house calendar, that they went out and paid $2.00 for a fine frame, and now it hangs upon the walls of their bank, and is prized above everything else in the shape of a calendar. They have been B. & B. customers, but today they signed a blue sheet for the G.-B. Co."

A BOUQUET FOR MR. CIES.

Mr. Paige in writing us the other day tells about running across a customer that Mr. Cies sold. This customer says that "Cies is a corker," and we must agree with him. Here follows Paige's letter:

"I have a very neighborly feeling for Mr. Cies, because of his goodness in trying to help me by writing me and otherwise. Of course it is pleasing to read nice things someone else has said about you, so I am going to write a little report which I heard about him.

Mr. H. J. M., of the H—— Electric Heating Co. met me at Enid, and happened to ask me what line I was in and when I told him, he wanted to know if I knew Cies. Then he proceeded with "He is a corker. He came in our office last year and sold us calendars when we were just starting in business, when we hardly thought it judicious to spend too much money for anything, until we saw how things were going.

However we had no more than sent them out before a man came in to see us from Kansas City, who ordered 500 electric flat wires from us, which paid us three or four times as much as the calendars cost. Besides that we got inquiries from all over Kansas, Oklahoma, Missouri and Texas, a good many of whom we landed and some we are going to land.

I am traveling now selling our irons, and wherever I go and introduce myself, they invariably turn to the wall and say, "O you sent us that pretty calendar" and I have a ready entrance into their confidence."

I would advise Mr. Cies to try and land this order again.

I wish to say that the house calendar has helped me to land a few orders so far, and I fail to see any house calendar to even think of classifying itself with "Lincoln in '61." It makes me swell up with pride when I say to a buyer, "I am from the house which sent you that Lincoln picture."

HARRIE C. PAIGE.

JOHN DEAN THOMPSON SENDS IN NICE BOUQUET.

Mr. Thompson has just mailed us a letter that he received sometime ago from a customer in the real estate and insurance business, who purchased his 1909 calendars from us. Incidentally, Mr. Thompson has since secured their 1910 order, selling them $87.00 worth of "The Sisters." Here follows the letter:

"Mr. Jno. Dean Thompson:

Dear Sir:—Replying to your favor of the 24th inst., beg to state that our 1909 calendars are entirely satisfactory, and have certainly "made a hit." We have been complimented many times on having the finest calendars in this locality.

We will be pleased to go over your samples for 1910 when you call.

With kindest regards, and best wishes for a happy and prosperous New Year, we are,"

CIES SAYS HE IS AFTER ONE OF THOSE PRIZES.

In sending in the following little piece of poetry Mr. Cies says that he received it from Mr. Carter, and thought it very appropriate at this time, as he was still working for one of those prizes:

Success.

'Tis the coward who quits to misfortune,
'Tis the weakling who changes his mind
'Tis the fool who wins half of the battle
And then throws all his chances away.
There is little in life but labor,
And tomorrow may find that a dream;
Success is the pride of endeavor
And luck but the meteor's dream:
The time to succeed is when others
Discouraged, show traces of tire.
The battle is fought in the home stretch
And won 'twixt the flag and the wire.

HOW A BIG ORDER WAS LANDED.

It is really not very much harder to land a big order than a little one, at least sometimes. Mr. Greenhalgh secured an order amounting to nearly $1500.00 a short time ago, and now he tells how it was secured. He says:

I called on this bank three times before the buyer would look at my line. On my fourth visit I found him in good humor, and after seeing the line he bought from last year, he looked at mine, picking out a few subjects, and asking for prices. Then he wanted me to send samples. This I refused to do, in a pleasant way, but told him I would bring the samples over three times a day if he wished. I called twice afterwards and found bundles and bundles of samples on hand from all the leading houses in the country. This call was made on Friday. On the next day, Saturday, I made a call with my samples under my arm for a general comparison. Well, first one and then all agreed, with a little help from myself, that "An English Fishing Village" was "the candy," and when the buyer remarked, "You may send me 10,000 of M703, size 15x20," perhaps you can imagine my feelings.

W. D. GREENHALGH.

This was a perfectly clean order in every way, and we are sure that the customer is going to be pleased with his bargain.

A STORY IN TWO CHAPTERS.

The men who are trying to keep up their record of business every day are having a hard time of it, particularly those who live in the North and Northwest where snow blockades and things of that kind are more or less numerous. For example here are a couple of letters from Mr. Beelman which tell his troubles.

CHAPTER I.

Tuesday Evening.

Well, here I am snowbound again. Trains are not moving, and no telling when they will. It certainly looks pretty dubious for a clean score this week, but I will let them know the G.-B. man is in town. B. & B.'s man is stuck here too. I beat him on enclosed order today on a showing of the two lines. Tomorrow I am going to camp out in a bank, the officials of which, last year told me they would not look at any line but Osborne's.

C. M. BEELMAN.

THE NEXT DAY.

Wednesday.

The blizzard has come to an end, and we hear rumors of trains going to move sometime, but as yet none have moved. Hope to get out of this town some time tomorrow.

Am very proud of the enclosed order for 200, 10x16 De Luxe, even if it is not a large order. This bank has not bought a calendar for ten years from any firm but Osborne. Last year they refused to look at my line, and gave the B. & B. man, who is snow bound with me, the same story they gave me last year.

This morning I buttoned a De Luxe sample in my overcoat, and blew into a bank, singing, "We're here because we're here," and got a smile and a hearty hand shake. In unbuttoning my overcoat the De Luxe sample accidently (?) dropped to the floor, and then it was only a question of what subject to be mounted for their lady customers. I was not strong enough to nail down the entire order, but hope to do so next year.

C. M. BEELMAN.

Here is a suggestion which you should all be able to work. Not one bank in ten buys calendars especially for the ladies, and yet there isn't a doubt but that the influence of the women of the household has an important bearing on financial matters. There are a few banks, and these include some very successful ones, who make it a point always to have some calendars especially for the ladies. What could be better than some of our dainty De Luxe? They need not be the largest size, but whatever size the banker selects will be acceptable to the ladies. Even if their regular order is placed, a clever salesman ought to be able to interest a good many bankers in our series D28 or D29, or some of the other clever De Luxe styles.

Try it and report.